


Plaintiffs' Exhibit 95

(Redacted)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NO. 132-22-1-3299-0001		PAGE 1 OF 36	
2. CONTRACT NO. 36C10X22C0004		3. AWARD/EFFECTIVE DATE 12-01-2021		4. ORDER NO.		5. SOLICITATION NUMBER 36C10X22Q0029	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME Anthony Zibolski		b. TELEPHONE NO. (No Collected Calls) 240-215-0598		8. OFFER DUE DATE/LOCAL TIME 11-29-2021 10:00 AM East	
9. ISSUED BY Strategic Acquisition Center - Frederick Department of Veterans Affairs 5202 Presidents Court, Suite 103 Frederick MD 21703				10. THIS ACQUISITION IS <input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100 % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM NAICS: 519190 <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A) <input checked="" type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING N/A	
15. DELIVER TO Department of Veterans Affairs Records and Vault Center 11693 Lime Kiln Drive Neosho, MO 64850		16. ADMINISTERED BY Strategic Acquisition Center - Frederick Department of Veterans Affairs 5202 Presidents Court, Suite 103 Frederick MD 21703		14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP			
17a. CONTRACTOR/OFFEROR The District Communications Group 633 E Street, SE Washington, DC 20003		18a. PAYMENT WILL BE MADE BY U.S. Department of Veterans Affairs Financial Services Center PO BOX 149971 (see Section B.2 invoicing/payment) Austin TX 78714-8917		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
TELEPHONE NO. 202-656-0098		DUNS: 965032878 DUNS+4:					
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER							
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES See CONTINUATION Page			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	The Department of Veterans Affairs Office of Mental Health and Suicide Prevention (OMHSP) Media Contract - KeepItSecure.net Campaign Contract Type: Firm-fixed Price See Section B.2 Price/Cost Schedule included on all invoices. For billing purposes, IFCAP PO Number 132-C20015 shall be included on all invoices. (Use Reverse and/or Attach Additional Sheets as Necessary)						
25. ACCOUNTING AND APPROPRIATION DATA 132-3620160-3299-809400-2647 SP8CKPLA1				26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$550,650.00			
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA				<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA				<input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input checked="" type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED				<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR 				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) Anthony T. Zibolski 249632 <small>Digitally signed by Anthony T. Zibolski 249632 Date: 2021.12.01 10:17:49 -05'00'</small>			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) Adam Clampitt, President and CEO		30c. DATE SIGNED 12/1/2021		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) Anthony Zibolski Contracting Officer		31c. DATE SIGNED 12-01-2021	

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STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212

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SECTION B - CONTINUATION OF SF 1449 BLOCKS

B.1 CONTRACT ADMINISTRATION DATA

(Continuation from Standard Form 1449)

1. Contract Administration: All contract administration matters will be handled by the following individuals:

a. CONTRACTOR: The District Communications Group
Adam Clampitt
adam.clampitt@dcgcommunications.com
202-651-0099
DUNS Number: 965032878
Cage Code: 65T66

b. GOVERNMENT: Strategic Acquisition Center – Frederick
Department of Veterans Affairs
5202 Presidents Court, Suite 103
Frederick, MD 21703

Contracting Officer (CO): Anthony Zibolski
Anthony.Zibolski@va.gov
240-215-1763

Contract Specialist (CS): Hermann Degbegni
Hermann.Degbegni@va.gov
240-470-4329

Contracting Officer's
Representative (COR): James D Leamon
james.leamon@va.gov
(832) 207-0652

B.2 INVOICING INSTRUCTIONS

1. Submission - In accordance with VAAR Clause 852.232-72 Electronic Submission of Payment Requests, all invoices shall be submitted electronically.

Tungsten (fka OB10) ELECTRONIC INVOICE SUBMISSION

FSC e-INVOICE PROGRAM THRU AUSTIN PORTAL

FSC MANDATORY ELECTRONIC INVOICE SUBMISSION FOR AUSTIN PAYMENTS

Vendor Electronic Invoice Submission Methods:

Fax, email and scanned documents are not acceptable forms of submission for payment requests. Electronic form means an automated system transmitting information electronically according to the accepted data transmissions below.

- VA's Electronic Invoice Presentment and Payment System – The Financial Services Center (FSC) in Austin, TX uses a third-party contractor, Tungsten, to transition vendors from paper to electronic invoice submission. Please go to this website: <http://www.tungsten-network.com/US/en/veterans-affairs/> to begin submitting electronic invoices, free of charge.
- A system that conforms to the X12 electronic data interchange (EDI) formats established by the Accredited Standards Center (ASC) chartered by the American National Standards Institute (ANSI). The X12 EDI Web site is <http://www.x12.org>.

Vendor e-invoice Set-up information:

Please contact Tungsten at the phone number or email address listed below to begin submitting your electronic invoices to the VA Financial Services Center in Austin, TX for payment processing. If you have questions about the payment status of a properly submitted invoice, the e-invoicing program, or Tungsten, please contact the FSC at the phone number or email address listed below.

- Tungsten e-Invoice setup information: 1-877-489-6135
- Tungsten e-Invoice email: VA.Registration@tungsten-network.com
- FSC e-Invoice contact information: 1-877-353-9791
- FSC e-Invoice email: vafscshd@va.gov
- <http://www.fsc.va.gov/einvoice.asp>

COMMUNICATIONS:

- <https://www.federalregister.gov/articles/2012/11/27/2012-28612/vaacquisition-regulation-electronic-submission-of-payment-requests>
- <http://fcw.com/articles/2012/11/27/va-epayments.aspx?s=fcwdaily>

2.Submission of Proper Invoice - The following data must be included in an invoice for it to constitute a proper invoice:

- a. Name and address of the contractor
- b. Invoice date and number
- c. IFCAP Purchase Order No.:
- d. Contract No.:
- e. Item number, description, quantity, unit of measure, price, extended price and a total of supplies delivered or services performed.

1. Cumulative billing (per line item and total)
2. Final invoices must be marked '**FINAL INVOICE**'
3. Proof of supplies delivered or services performed **MUST** also be provided. Signature, printed name and title of Government receiving official and date of delivery or performance period must be included.

INVOICES THAT DO NOT COMPLY WITH THESE REQUIREMENTS SHALL BE REJECTED.

3.Contractor Remittance Address

All payments by the Government to the contractor will be made in accordance with:

☒ 52.232-33, Payment by Electronic Funds Transfer - System for Award Management,
or

☐ 52.232-36, Payment by Third Party

4.Invoice shall be submitted in the arrears

- a. Quarterly ☐
- b. Semi-Annually ☐
- c. Other ☒ Monthly, after delivery and acceptance by the COR.

B.3 PRICE/COST SCHEDULE**Base Period of Performance (POP 12/01/2021 – 4/30/2022)**

ITEM	DESCRIPTION OF SERVICES	QTY	UNIT
0001	7.1.A. Create a Project Management Plan	1	EA
0002	7.1.B. Weekly impact metrics reports	20	EA
0003	7.1.C. Monthly impact metrics reports	5	MO
0004	7.1.D. Monthly Contract Progress Reports	5	MO
0005	7.1.E. Ad-Hoc Reports	5	MO
0006	7.2.A. Develop and periodically revise national paid media plan for the PSAs	1	EA
0007	7.2.B. Undertake paid media buys in accordance with approved national paid media plan	5	MO
0008	7.2.C. Track qualitative and quantitative information for inclusion in reports on a scheduled basis	5	MO
0009	OPTIONAL: Paid Media Buy Expense (TBD)	1	LT
Task Order Total			

¹ Any commissions received for Paid Media Buy (CLIN 0009) will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, as determined by the requiring activity at the time of credit.